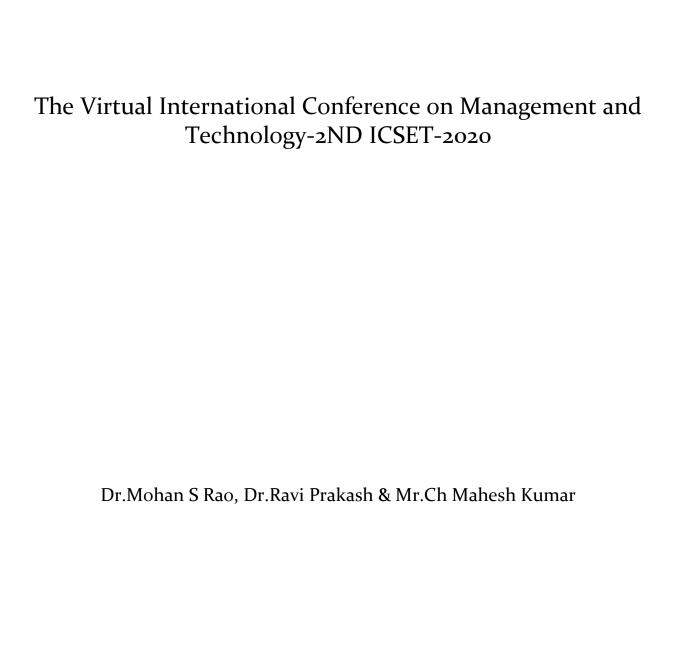
# THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2020

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# 1. A STUDY ON THE EFFECT OF BRAND PREFERENCE, PRODUCT INVOLVEMENT, AND INFORMATION VALENCE ON BRAND MEMORY

**Mr. Maruti P,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

This study embraced the worldview of oneself reference impact to investigate how brand inclination, item contribution, and data valence influences brand-related memory by three trials. Try 1 inspected memory contrasts between certain/negative data of self-/other-favored brands. Results showed expanded memory of positive words (i.e., the impact of data valence) in oneself favored brand bunch, yet memory of self-favored brands was more unfortunate than that of other-favored brands. Try 2 inspected impacts of level of brand inclination and data valence, and uncovered a positive relationship between level of inclination and memory of brand-related positive words. Analyze 3 investigated the impacts of brand inclination and item inclusion. Results showed that the memory of high-inclination brands was more grounded in the high-association bunch. Furthermore, item contribution exhibited a huge positive relationship with memory. The noticed impacts of data valence, particularly in self-inclination (Examination 1) and high-inclination (Analysis 2) conditions, can be made sense of by self-pattern and mnemic disregard speculations. The expanded memory of exceptionally favored brands in a high-contribution condition can be made sense of by closeness and self-extension models (Examination 3).

## 2. A STUDY ON BRAND PERSONALITIES AND THEIR PREFERENCE TO CONSUMERS

**Dr. Mohan S Rao,** Prof Vishwa Vishwani Institute of Systems & Management

Marking amounts to anything something beyond giving a brand name and indicating to the rest of the world that such an item or administration has been stepped with the imprint and engraving of an association. Brands are an immediate consequence of the system of market division and item separation. A brand simply follows up available, yet additionally it sorts out the market, driven by a dream, a calling and an obvious plan of what the classification ought to turn into. Various brands wish just to distinguish totally with the classification of the item, accordingly hoping to control it. Today, there is a multiplication of brands in the Indian market. Brands of fluctuating shapes, sizes, surface and numerous other particular highlights are accessible in view of our decision, tastes and customs. This shifting interest is clear in any brand from the vehicle we drive to the food we take. These brands conscious interests in the purchasers based on the characters they hold. Each brand subsequently, has own unmistakable character appears to us another way in various circumstances. Consequently, the review must examine the meaning of brand character which will be urgent for advertisers in their navigation and would ultimately approach itself as a significant variable for marking achievement.

## 3. A STUDY ON EFFECT OF IMAGERY PERSPECTIVE AND CONSTRUAL LEVEL ON CONSUMER DECISION

**Dr. Rawat Lakshmi,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

This examination planned three trials to explore the system of what symbolism point of view means for choice trouble, which expands buyers' readiness to defer pursuing decisions in light of the understanding level. Concentrate on exhibited that envisioning according to the entertainer's viewpoint brings down one's interpretation level, and in this way prompts more noteworthy choice trouble and eagerness to delay deciding. In examination, those taking the onlooker viewpoint address things at higher understanding levels and have less trouble simply deciding or ability to defer simply deciding. Additionally, the determined outcomes showed the requirement for discernment to direct the connection between symbolism point of view and interpretation level. The discoveries in this drawn out the actual purchasing circumstance to online utilization, giving ramifications to advertisers to additionally investigate buyer conduct.

# 4. A STUDY ON THEMATIC INFLUENCES ON 'WONDERLA' VISITORS SATISFACTION

**Dr. Ravi Prakash**, Assoc.Professor Vishwa Vishwani Institute of Systems & Management

This study expects to investigate topical effects on amusement park guests' fulfillment through client produced information. To this end, we originally utilized an unaided AI technique, underlying theme demonstrating, and dissected 1120 audits present by guests on Wonderla from June 16, 2016 to Walk 4, 2018 in Banglore. Our discoveries are of incredible importance for reflecting shopper conduct through client created information. In particular, we observe that guests' fulfillment is profoundly connected with administration in the amusement park and their playing feeling, and early vacationers focus harder on the experience of explicit playing things while later travelers center around the general playing experience. Also, an experimental review is led by treating the evaluations related with each survey as reliant variable and every subject addressed by remarks as free factors, which shows that the connection between the client audits and appraisals by travelers turns out to be less articulated after some time. At the end of the day, as time goes, clients survey can mirror their abstract sentiments or experience, however the rating isn't. We find the "elements" of client produced information over the long run and gain a superior comprehension of the perspectives and worries of guests' fulfillment over the long haul. The discoveries of the review add to the writing on the travel industry, administration, and buyer conduct while likewise giving important commonsense ramifications.

# 5. A STUDY ON BRAND AUTHENTICITY AND ITS EFFECTS EFFECTS ON INFERRED DEDICATION AND ANTICIPATED QUALITY ON CONSUMERS

**Dr. S Sreekanth,** Assoc.Professor Vishwa Vishwani Institute Of Systems & Management

This exploration researches both the downstream impact of seen brand realness on buyers' genuine, noteworthy decision and the significant job of deduced brand devotion in the connection between saw brand credibility, expected quality, and buy expectations. We likewise research the intuitive impact of two source-related factors — inborn inspiration and congruity — on buyers' image credibility discernments. We present discoveries from three investigations utilizing different item classes (utilitarian/consumable: hand sanitizer; indulgent/consumable: chocolate; gluttonous/non-consumable: shades). Concentrate on shows that shoppers use data with respect to the natural inspiration of those behind the brand and congruity between the brand's activities and what it addresses to customers while shaping brand credibility insights and that inherent inspiration and congruity communicate to increment genuineness discernments. We guess that purchasers' inspiration toward brands apparent as true will reach out to genuine decision through expected quality.

#### 6. A STUDY ON EMPLOYEE SATISFACTION AND THEIR JON PERFORMANCE

**Ms. Jyothi Dwivedi,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

Work fulfillment immensely affects how a representative plays out his work. The two components affect work wellbeing and representative impression of it. A fulfilled representative commits himself to work, performs orders better, really focuses on others and for himself. He has a solid sense of reassurance in the endeavor. The point of the paper was to evaluate representatives' work fulfillment and their work execution with utilization of just overview. To accomplish this point, a study was directed among representatives of a picked metallurgical venture who were approached to survey level of their work fulfillment. The representatives characterized their work fulfillment by alluding to 20 articulations depicting this fulfillment and assessing three factors that were utilized to process the fulfillment file. The overview considered sign the general degree of worker fulfillment. Watchwords: work fulfillment, work execution, work wellbeing

# 7. A STUDY ON SELF-LEADERSHIP TRAINING ON DETACHED CONCERN AND THE PROACTIVITY

**Mr. Aushala Victor,** Asst.Professor Vishwa Vishwani Institute of Systems & Management

This paper depicts a field try different things with a self-initiative preparation pointed toward aiding human help experts to work on their disconnected concern and proactivity. Though disengaged concern alludes to a state where human help experts mix sympathy with close to home distance in their connection with clients, proactivity alludes to self-beginning and change-situated conduct to improve individual or hierarchical viability. In light of selfauthority hypothesis, we theorized that self-administration preparing can improve separated concern and proactivity. In addition, in light of conduct versatility hypothesis, we estimated that preparing members who are low in word related self-adequacy are more defenseless to the outside impact of self-authority preparing, than people with more elevated levels of word related self-viability. We led a field try different things with an example of 223 human help experts who were either doled out to a preparation bunch (n = 94), or a stand by list control bunch (n = 129). In a 3-month follow-up study, we discovered that self-initiative preparation emphatically affected isolates concern and that the mediation was particularly successful for members with low to medium beginning degrees of pretraining word related self-viability. Be that as it may, the intercession didn't influence members' degree of proactivity. This study adds to the writing on working environment advancing by showing the capability of a self-initiative preparation for the exchange upkeep of recently grown delicate abilities (i.e., segregated concern and proactive way of behaving) to the work environment and by pinpointing word related self-viability as a singular inclination that impacts preparing achievement.

# 8. A STUDY ON EMPLOYEE ENGAGEMENT AND WORK PERFORMANCE: LITERATURE REVIEW

**Ms. M Praneetha,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The cognitive, emotional, and behavioral aspects of work that contribute to the organization's goals are all aspects of employee engagement. This review article aims to provide a summary and discussion of employee engagement as an effort factor in enhancing workplace performance. The approach taken is a literature review, which involves searching up to 15 journal articles from the results of previous research for both international and national journals between 2013 and 2020. The literature review reveals that individual work performance is influenced by employee engagement, which enables the achievement of organizational objectives.

#### 9. A STUDY ON FACTORS DETERMINING EMPLOYEE RETENTION

**Mr. C H Nagachandra,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

An organization's most valuable asset is its workforce. Because of how important they are to businesses, it's important to not only find the best people but also keep them for a long time. In order to determine the factors that influence employee retention, this paper examines the results of previous studies by a variety of researchers. The following broad factors were the focus of this investigation: opportunities for growth, compensation, achieving a work-life balance, management and leadership, the atmosphere of the workplace, social support, autonomy, and training and development The review arrived at the resolution that further examinations should be led with respect to worker maintenance to all the more likely fathom this complicated field of human asset the board.

# 10. A STUDY ON COMPREHENSIVE EMPLOYEE WELLNESS PROGRAM'S IMPACT ON JOB SATISFACTION IN THE WORKPLACE

**Ms. Dodda Swathi,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The goal of this study was to find out how much a comprehensive wellness program affects employees' levels of job satisfaction. As the heads of greater neighborliness associations execute wellbeing programs in the working environment, they will need to comprehend what factors, other than the representatives' wellbeing, the wellbeing projects can influence. Overview members were self-distinguished representatives of the cordiality association who did or didn't take part in the health program. Employees who participated in the wellness program and employees who did not participated in the program had significantly different levels of both intrinsic and extrinsic job satisfaction, according to the findings of the study.

Design, methodology, and approach: The participants in this study were approximately 200 employees of a contract foodservice company with a northeast regional location that provides facility services to higher education institutions. The organization had positions from entry-level positions all the way up to senior management. The researcher asked workers in every department of the company to take part in the survey. Every employee in the company had the option to participate in the comprehensive wellness program that the company offers.

*Results:* The purpose of the study was to see if employees' levels of job satisfaction were affected by their participation in a wellness program. It was hard to find a hospitality company to survey, possibly because the survey asked about job satisfaction. The study's objective was to determine whether employees' levels of intrinsic and extrinsic job satisfaction were affected by participation in the wellness program.

Hospitality businesses continue to allocate resources for implementing and expanding workplace wellness programs. The possibility that a wellness program could have an effect on employee levels of job satisfaction had not been the primary focus of the research prior to this. Cyboran and Goldsmith (2012) came to the conclusion that leaders of organizations ought to take steps to establish an efficient workplace. The study demonstrated that, despite the fact that leaders of hospitality organizations are allocating resources to the creation and implementation of wellness programs, current employees' levels of intrinsic and extrinsic job satisfaction can be increased or maintained throughout the organization by participating in a wellness program.

#### 11. A STUDY ON CREDIT ETFS IN MUTUAL FUNDS

**Mr. Madapathi Shiva,** Assoc.Professor Vishwa Vishwani Institute Of Systems & Management

The study demonstrate that investment grade funds do not own and trade ETFs in order to manage fund flows-driven liquidity requirements. Some trading shifts away from bonds and toward ETFs when HY mutual funds use ETFs to manage liquidity, which makes the underlying bonds less liquid. The more well-known inclusion effect, in which increased ETF ownership increases bond liquidity, is outweighed by this substitution effect, resulting in a decrease in HY liquidity. ETFs increase bond liquidity, and the substitution effect is negligible in IG.

#### 12. A STUDY ON FINANCIAL LITERACY AROUND THE WORLD

Ms. Arya Pattnaik, Assoc.Professor Vishwa Vishwani Institute of Systems & Management

This paper provides an in-depth analysis of the most recent data on financial inclusion from around the world. It recognizes the arising subjects in the monetary consideration writing as well as some debate in arrangement circles with respect to monetary consideration. I specifically call attention to a few issues, such as optimal and extreme financial inclusion, the transmission of systemic risk to the formal financial sector through financial inclusion, and the question of whether financial inclusion and exclusion are pro-cyclical with changes in the economic cycle. The vital discoveries in this audit show that monetary consideration influences, and is impacted by, the degree of monetary advancement, destitution levels, the security of the monetary area, the condition of the economy, monetary proficiency, and administrative systems which contrast across nations. Last but not least, despite the fact that the United States is one of the wealthiest nations in the world, it is not among the most financially literate. The issues raised in this paper open up a number of new research directions. On average, people in the United States have a lot of money to decide about, but they don't know enough about money to make good decisions with it. This exploration investigates the monetary proficiency settings and public techniques at play in the most monetarily educated countries on the planet: The United Kingdom, Australia, Canada, Finland, Germany, Israel, the Netherlands, and Sweden are all included. This article examines the existing scholarly literature, national financial literacy strategies, and related policy literature in these highly literate nations through the use of content analysis. The findings of this study will provide U.S. librarians with a broader perspective on our own participation in financial literacy programs as well as a broader context beyond the literature on library science. We will also be able to consider how the financial literacy programs in other countries may inspire us to expand or modify our efforts on a national, local, and individual level. This global perspective on financial literacy may also be beneficial to librarians in other nations, who may be able to incorporate novel concepts or ideas into their own financial education efforts.

#### 13. A STUDY OF IMPACT OF GST ON CONSTITUENTS OF INDIAN ECONOMY

**Mr. K Jayarama Rao,** Assoc.Professor Vishwa Vishwani Institute Of Systems & Management

Indian economy is the observer for speeding up the development in extremely limited ability to focus time. Charge in type of immediate and roundabout is the significant kind of revenue to the public authority. Dr. Vijay Kelkar, chairman of the 13th Finance Commission, has proposed that India's Goods and Service Tax (GST) be based on a rational, scientific, and modern tax system that is comparable to that of developed nations. The structure of taxes is designed and implemented in a way that helps the country grow. A tax structure that makes doing business simple and eliminates the possibility of tax evasion boosts a nation's economy. Since 1947, the most significant and extensive indirect tax reform has been the Good and Services Tax (GST). The main idea behind GST is to eliminate taxes like sales tax, service tax, value-added tax, and excise duty. It will apply to the production, sale, and use of goods and services. It is anticipated that GST will affect the existing tax structure and bring the nation together economically. This paper has featured on the foundation, targets of the proposed GST and the effect of GST in various areas of Indian economy. The paper additionally centered around different advantages and chances of GST. The paper concludes with a specific analysis and conclusion.

#### 14. A THEORETICAL REVIEW ON GROWTH OF CRYPTO CURRENCIES

**Ms. P Suchitra,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

Some ideas become relevant to the economy as new technologies advance, as is the case with cryptocurrencies in general or Bitcoin and Ethereum in particular. A comprehensive bibliometric study that enables us to obtain all information regarding cryptocurrencies is required due to the impact of these tools. By specifying the development and lines of related research that have been followed and are currently being followed, this study will aid scientific production. For the purpose of analyzing the data, we made use of VOSviewer, Tableau, and R (the Bibliometrix R Package). Unified metadata from the Scopus and Web of Science databases have been created by combining these. The bibliometric analysis reveals that between 2010 and the beginning of 2019, there were 771 articles in the WoS database and 648 articles in Scopus. They present the most important articles, research regions, nations, establishments, writers, diaries, and patterns during the most recent couple of years. All in all, the quantity of distributions has filled over the most recent 3 years. The development of the blockchain technology used in this kind of cryptocurrency is depicted in the analysis. The review of this time period may signal the end of the cryptocurrency's history, making the current subject more open to its many applications.

## 15. A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SECTOR IN INDIA

**Mr. N Sridhar**, Assoc.Professor Vishwa Vishwani Institute of Systems & Management

Based on customer perceptions of service quality, the purpose of this paper is to assess customer satisfaction in India's banking sector. This is an empirical study that relies primarily on primary data that was gathered through a questionnaire that was well-structured. The study's methodology consisted of personally administering a questionnaire to a sample of 204 bank customers, who were then subjected to validity and reliability testing using the SPSS program for Windows version 19. Since only a few studies have examined the evaluation of service quality in India's banking sector, this paper adds value. Service quality, customer loyalty, and security—all three independent variables—had an impact on customer satisfaction in the Indian banking sector, according to the findings. Customer satisfaction and two variables—service quality and customer loyalty—have a positive impact and significant relationship, but security and customer satisfaction have a negative relationship.

## 16. A STUDY ON GENDER DIFFERENCES IN ILLNESS AND BEHAVIOR IN ORGANIZATION

**Mr. C H Mahesh Kumar**, Assoc.Professor Vishwa Vishwani Institute Of Systems & Management

Using multiple logistic regression analysis, a random sample of 870 full-time male and female employees of various government sectors was used to examine the associations between eleven categories of stressors and stress moderators from work and family life and four broad classes of dependent variables (psychological strain, physical illness symptoms, health-related behaviour, and social participation). By comparing the relative magnitudes of effects for (a) stressors and stress moderators; (b) work and family activities; and (c) men and females, we hoped to identify general patterns of correlations.

#### 17. A STUDY ON STRESS AT WORKPLACE AMONG EMPLOYEES

**Ms. Uppala Anusha,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The organizational culture has a significant impact on how employees think and act. According to well-established research, cultural norms function as a social control mechanism for attitudes and behaviour based on their substance, intensity, consensus, and fit. To clarify whether organizational culture may affect how employees feel emotions, we use the norms model of organizational culture. We concentrate on anxiousness, a persistent feeling. We suggest four crucial paths that connect anxiety in the workplace with organizational culture. First, we suggest that when norm material is result-oriented, employees are forced to work toward demanding goals with precise deadlines and are more likely to feel anxious. Second, when norm intensity is low, workers exhibit deviant behaviours that heighten uncertainty and foster anxiety because they fail to absorb norms. Third, a lack of agreement on standards frequently results in conflict between organizational groups and elevated anxiety. Fourth, the misfit causes uneasiness when there is a conflict between the values of the personnel and the norms and ideals of the organization. When considered collectively, several organizational cultural norms' characteristics can independently and repeatedly impact the level of anxiety, which can have either beneficial or detrimental consequences on performance.

## 18. A STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND STAKEHOLDER SUPPORT

Ms. Deepa Das, Assoc.Professor Vishwa Vishwani Institute of Systems & Management

This Study present a fresh viewpoint on this literature in our contribution. By expanding on the psychological mechanisms that potentially explain these linkages, we further our understanding of corporate CSR actions and stakeholder support. We show that the influence of CSR initiatives on a wide variety of stakeholder reactions depends on perceptions of organizational morality by fusing current discoveries in organizational anthropomorphism with insights from organizational identification. The social psychology theory and research on impression creation, impression management, and impression updating are connected to earlier work on corporate ethics, CSR, and stakeholder support. We can now widen the discussion on CSR and stakeholder support thanks to this fresh viewpoint. We suggest a novel model based on this analysis that provides a direction for further study. We highlight perceived organizational morality as a critical mediating element in order to understand how corporate CSR affects stakeholder reactions. We next move on to think about potential moderators of this relationship, making distinctions between (a) organizational features, (b) communications regarding CSR initiatives, and (c) perceiver characteristics. We make specific predictions based on this enhanced model and examine the preliminary data that supports them.

#### 19. A STUDY ON INTERRUPTING WORK PLACE BIAS

**Mr. Maruti P,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

An extensive body of research in the social sciences shows that bias, or people's propensity to show group-based preferences, is a significant barrier to advancing diversity, equity, and inclusion in the workplace. The current study proposes a unique theoretical model that conceptualizes workplace prejudice as a multilevel cycle, moving beyond the single-level focus of earlier theories of workplace bias. First, we go through the theoretical underpinnings of our bias cycle theory and explain why taking into account the reciprocal affects of both individual and organizational levels of the cycle is necessary to comprehending workplace prejudice and effectively eliminating it. We specifically outline the cycle of workplace prejudice and suggest that multilevel interventions that disrupt bias at both the individual and organizational levels of the cycle are necessary to successfully reduce workplace bias. Second, we evaluate and combine literatures that are frequently treated separately: psychology research on decreasing prejudice at the person level and sociology and management research on reducing bias at the organizational level. This is done because workplace bias is repeated through both of these levels. Third, we develop broad guidelines for choosing how to launch and pair interventions across levels using our bias cycle theory. We finish by addressing our theoretical contributions and suggesting potential research avenues.

# 20. A STUDY ON ANALYSIS OF ORGANIZATIONAL CHANGE PROCESS AND ITS CONSTRUCTIVE LEVEL ISSUES

**Dr. Vijaya Ranga Rao,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

Understanding how planned change is cognitively represented by organization members is crucial for managing it successfully and for comprehending variations in leaders' and recipients' reactions to it. This theory-development article uses the construal

level theory (CLT) as a foundation as we conceptually investigate the function of change construal level in elucidating organizational change reactions.

We explore discrepancies in the links between change construal level and the reaction to change as a result of the change activities taking place, as well as disparities between the change construals of change leaders and recipients. We specifically contend that low-level (i.e., concrete) construals will facilitate the effective implementation of change when the focus is on institutionalizing the change and that high-level (i.e., abstract) construals of change will facilitate the effective initiation of change when the focus is on equilibrium-breaking activities. We also suggest that recipients' engagement in upward prohibitive voice behaviours will increase the likelihood that their generally lower construals of change will be integrated into leaders' construals of change, elaborating and concretizing them, and that leaders' engagement in visionary leadership will increase the likelihood that recipients' engagement in their construals of change, elaborating and elevating them. We talk about the framework's theoretical and practical ramifications.

## 21. A STUDY ON IMPACT OF TECHNOLOGICAL CHANGES ON ORGANIZATIONAL MANAGEMENT

**Mr. Metikala Giri Prasad,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

All enterprises will be impacted by technological development. New sorts of management, diplomatic, and social abilities will be required, along with a new kind of decision-making process that cannot be supported by current organizational structures. Technology change will have an impact on three specific aspects of the organizational environment: the level of market competition and uncertainty will rise; the demands for more diversity and higher quality in the organization's products or services; and the complexity of external politics and legislative reform. The company will react to each of these developments by making adjustments to its internal structure and its interactions with both workers and consumers. All firms must now do more strategic planning as a result of technology progress. We must all constantly ask ourselves, "What do we need to do today to achieve our goal tomorrow?" This approach enables us to foresee changes, especially those brought about by technology, assess the options we have for coping with such changes, and be ready for the future when it materializes.

## 22. A STUDY ON SUPPORT OF TECHNOLOGICAL TOOLS ON HUMAN RESOURCE MANAGEMENT

**Mr. P Bhaskar,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The success of organizations in the information society is a topic covered in the current study along with the significance of human resource management. It gives a brief theoretical foundation on employee commitment, motivation, and the significance of human resource management in accomplishing organizational objectives and executing a company's strategy. The use of information and communication technology in this process streamlines managers' tasks and gives them greater resources for increasing staff engagement in organizational activities. In order to gather both objective and subjective input from employees, the article introduces new electronic tools that were created as an adjunct to the human resources management software that is already in use. An illustration of how these tools may be used is given, and the effects of the organization's improved human resources management are examined.

## 23. A STUDY ON EMPLOYEE'S FEEDBACK ON ELECTRONIC TOOLS ANALYSIS

**Ms. D Sushma,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The success of firms in the information society is taken into account in the current study along with the significance of good human resource management. It suggests a brand-new electronic tool as an addition to the current human resources management software with the goal of gathering employee feedback—both objective and subjective—needed for management design. An illustration of the system's use is given, and the results are analyzed for bettering the organization's human resources management.

# 24. A STUDY ON EFFECT OF TECHNOLOGICAL DEVELOPMENTS ON WORK AND TRAINING: SYSTEMATIC REVIEW

**Ms. Joyce Rajini,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

The way businesses and their workers must carry out their work is changing as a result of technology. There is a dearth of empirical data on this subject. This study's objectives are to present an overview of how technology advancements have impacted work characteristics and to determine how these advances have affected job demands and continuous vocational education and training (CVET). Answers are provided to the following research queries: What impact do new technologies have on the features of the workplace? What effects does this have on ongoing occupational education and training? Technologies, which are described as digital, electrical, or mechanical instruments that influence how job activities are completed, are taken into account in a variety of academic fields, including sociology and psychology. Statements on the linkages between technology and job qualities, including complexity, autonomy, or meaningfulness, were produced using a theoretical framework based on ideas from these disciplines (e.g., upskilling, task-based approach). By looking through databases from the disciplines of psychology, sociology, economics, and educational science, a comprehensive review of the literature was carried out. The inclusion criteria were satisfied by twenty-one studies. Using a model that depicts the elements of learning settings, empirical evidence was retrieved and its implications for job demands and CVET were determined. There is evidence that complexity and mental labour increase, especially when using robots and automated systems.

## 25. TECHNOLOGICAL CHANGES AND THEIR IMPACT ON EMPLOYEE WORK ENVIRONMENT

**Ms. Grace Israel Sarojini,** Assoc.Professor Vishwa Vishwani Institute of Systems & Management

Organizational psychology and organizational behaviour (OP/OB) experts are particularly interested in how technology is transforming work and employment given its fast advancements and growing reliance. This article makes an effort to analyze the development, focus, and aim of recent study on how technology affects companies and the workplace. We first examine significant technological advances before looking at the disruptive consequences of new information and communication technologies. The quantity and types of occupations that will be significantly disrupted by technological advancements are next examined. Four well-known technologies-electronic monitoring systems, robotics, teleconferencing, and wearable computing devices—are presented to demonstrate how technology affects work, work systems, and organizations. We take into account the findings of research done from four distinct viewpoints on the function of technology in management in order to offer insights into what we know about the implications of technology for OP/OB scholars. We also look at how this function is evolving in the rapidly developing technological world. Our discussion of six human resources (HR) domains supported by both traditional and emerging technology leads to the identification of pertinent research issues that should have significant ramifications for both research and practice. We also offer recommendations for future study.



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